

# **A Past, Present, and Future Look at the Evolution of Risk Communication**

## **Tailoring Risk Communication Messages For Maximum Effectiveness**



# Historical Development of Risk Communication Theory and Practice

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# Historical Development of Risk Communication Theory and Practice

Risk communication theory:

- Multidisciplinary
- Has a variety of stakeholders

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# Historical Development of Risk Communication Theory and Practice

Has roots in risk perception theory developed by

**Gilbert White** (Lofstedt, R. "Risk Communication: Pitfalls and Promises," European Review. Vol. 11, No. 3, 417-435, 2003)

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# Historical Development of Risk Communication Theory and Practice

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# Tailored interventions have largely focused on the individual level.

- Examples of models used for tailoring include:
  - The Health Belief Model
  - The Transtheoretical Model
  - Extended Parallel Process Model

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# Health Belief Model\*

- Perceived:
  - Susceptibility
  - Severity
  - Benefits
  - Barriers
  - Self-efficacy
  - Cues to action

\* e.g., Rosenstock, I.M., (1974). The health belief model and preventative health behavior, *Health Education Monographs*, 2, 354-385.

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# Transtheoretical Model\*

## (Stages of Change Theory)

- Precontemplation
- Contemplation
- Preparation
- Action
- Maintenance
- (Relapse)

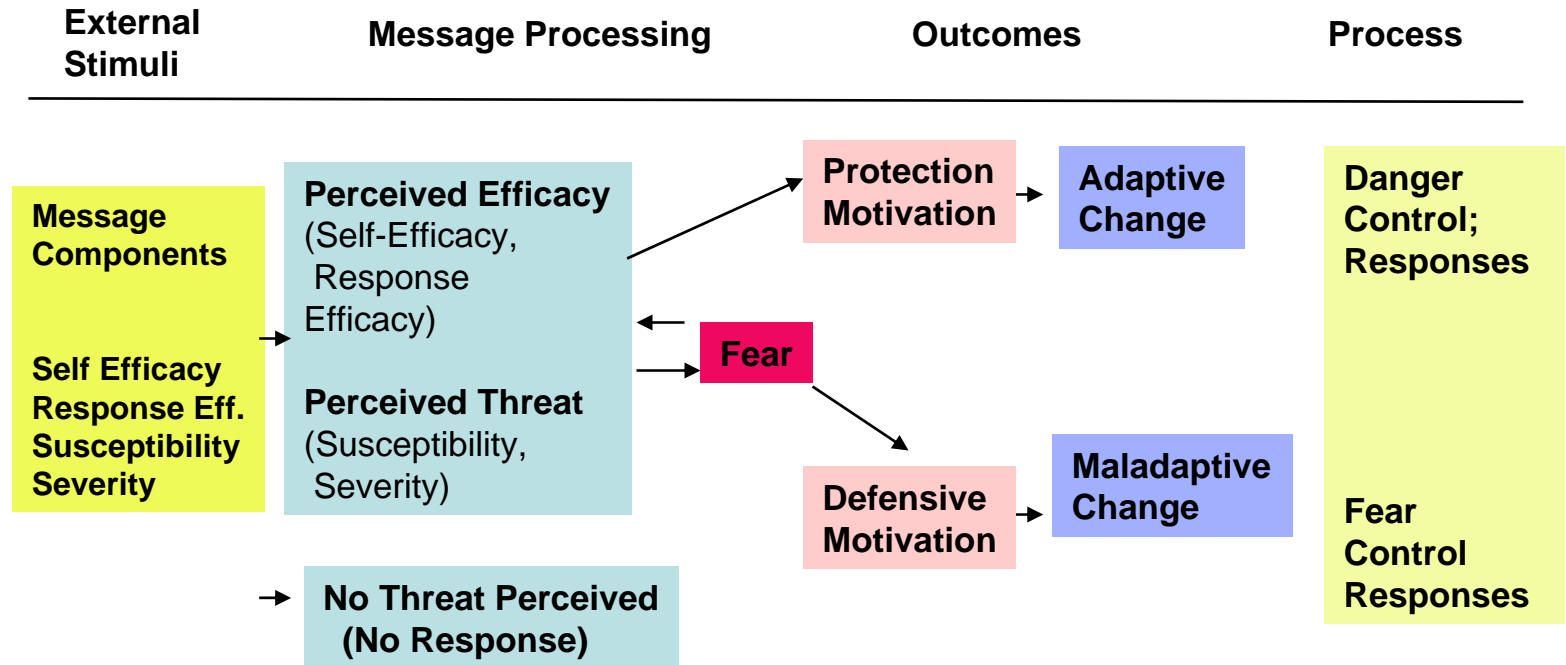
e.g., Prochaska, J. O. & DiClemente, C. C. (1992) Stages of change in the modification of problem behaviors, *Progress in Behavior Modification*, 28, 184–218.

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# Extended Parallel Process Model



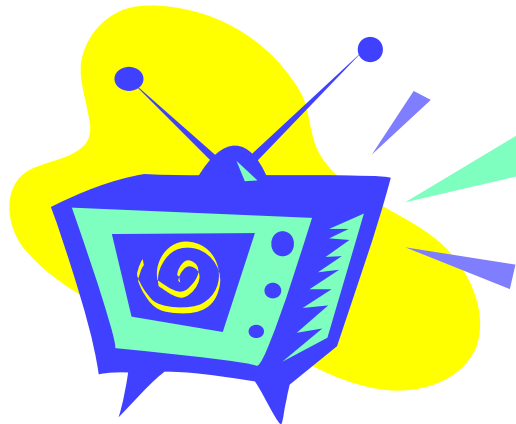
Witte, K. (1992). Putting the fear back in fear appeals: The extended parallel process model. *Communication Monographs*, 59, 329-349.

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# Tailoring Message Delivery Systems

## - Traditional Media

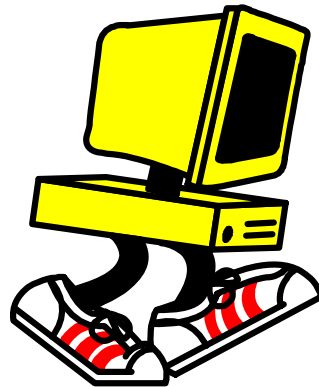


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# Tailoring Message Delivery Systems

- Traditional Media
- Non-Traditional Media



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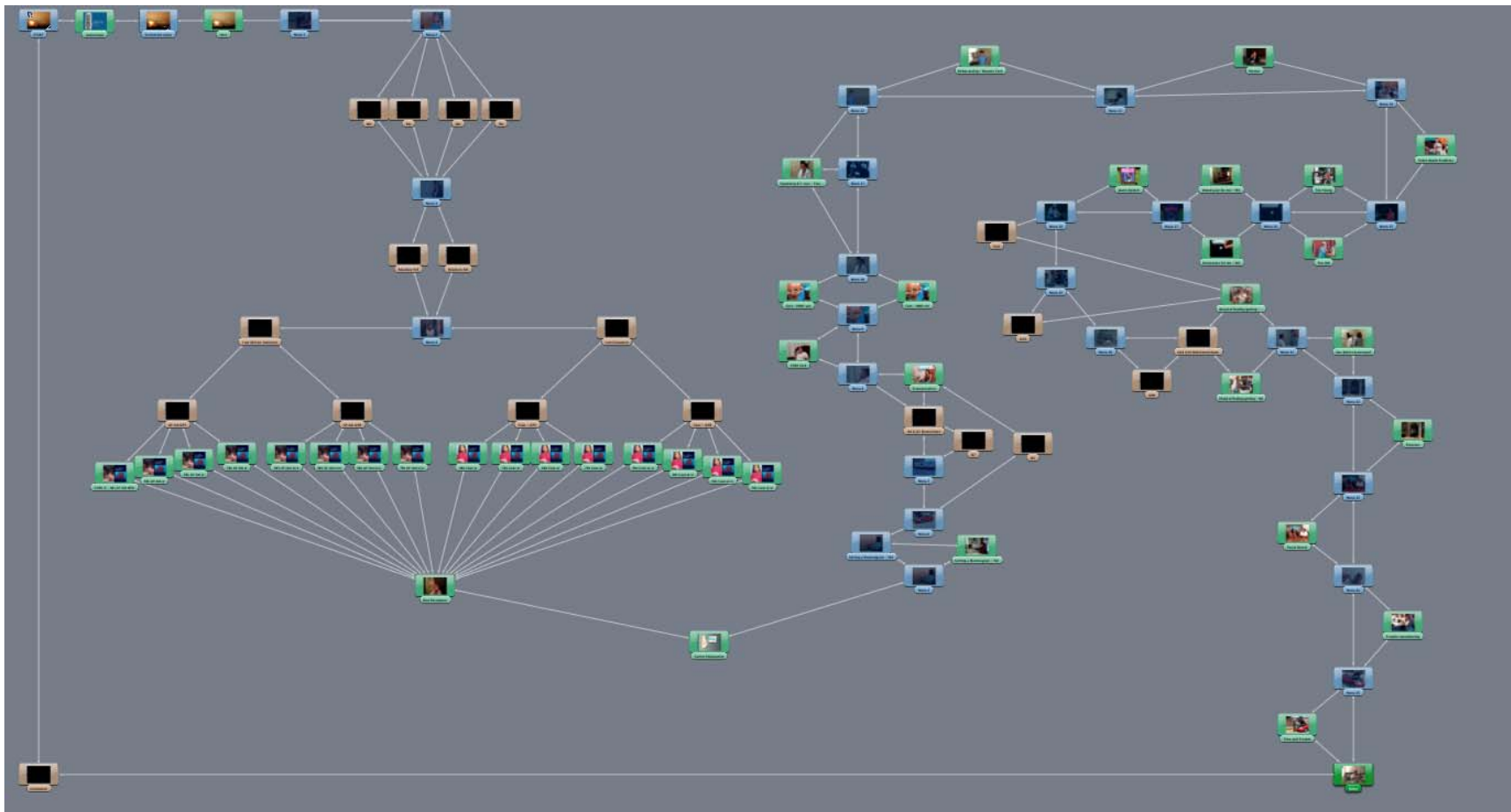
# Sample interventions using the HBM, TM, and EPPM

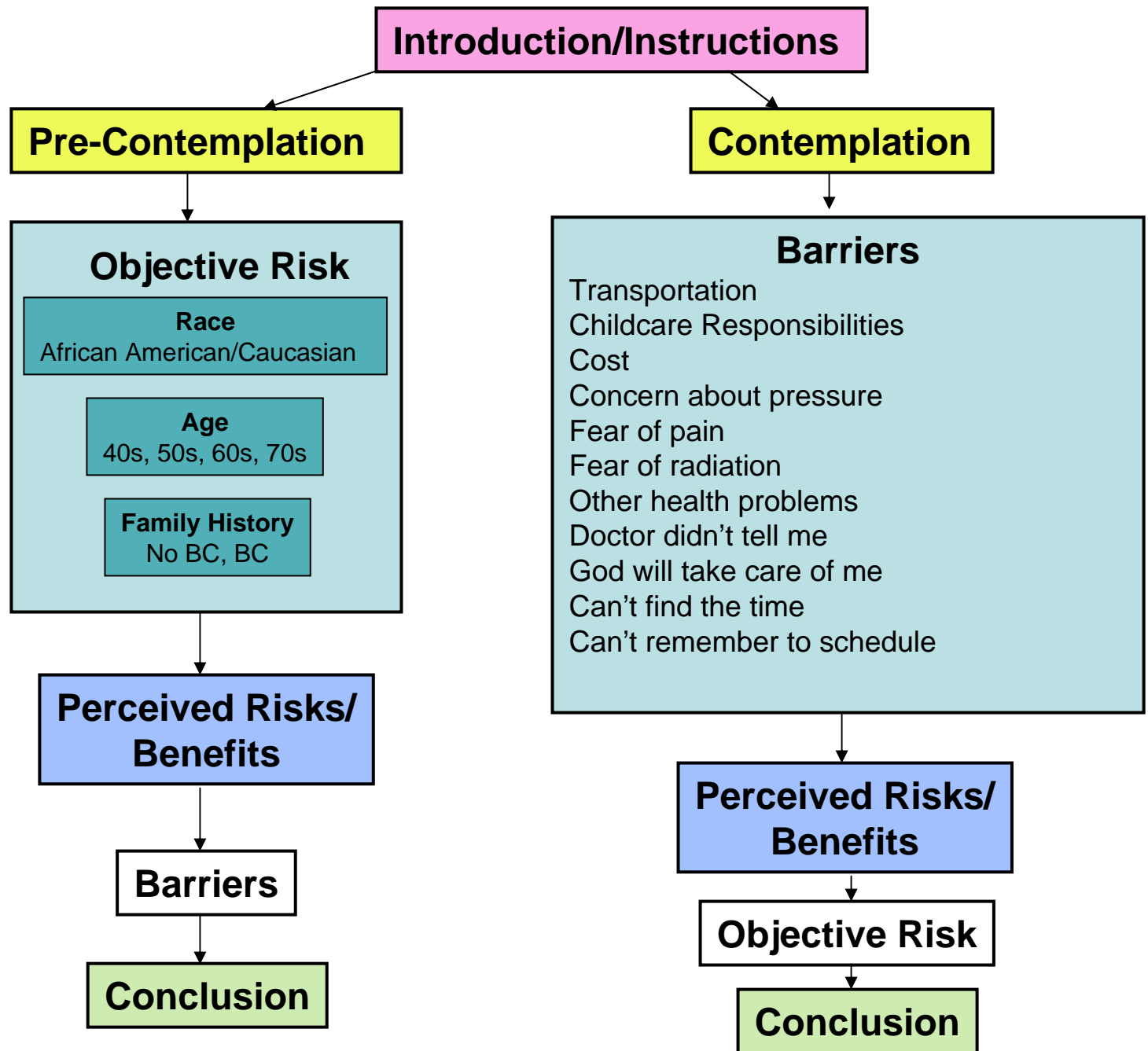
- Promoting mammography screening among Low-Income African American Women (via touchscreen kiosks in community health clinics)
- Promoting mammography screening among members of managed care subscribers (via interactive DVD)

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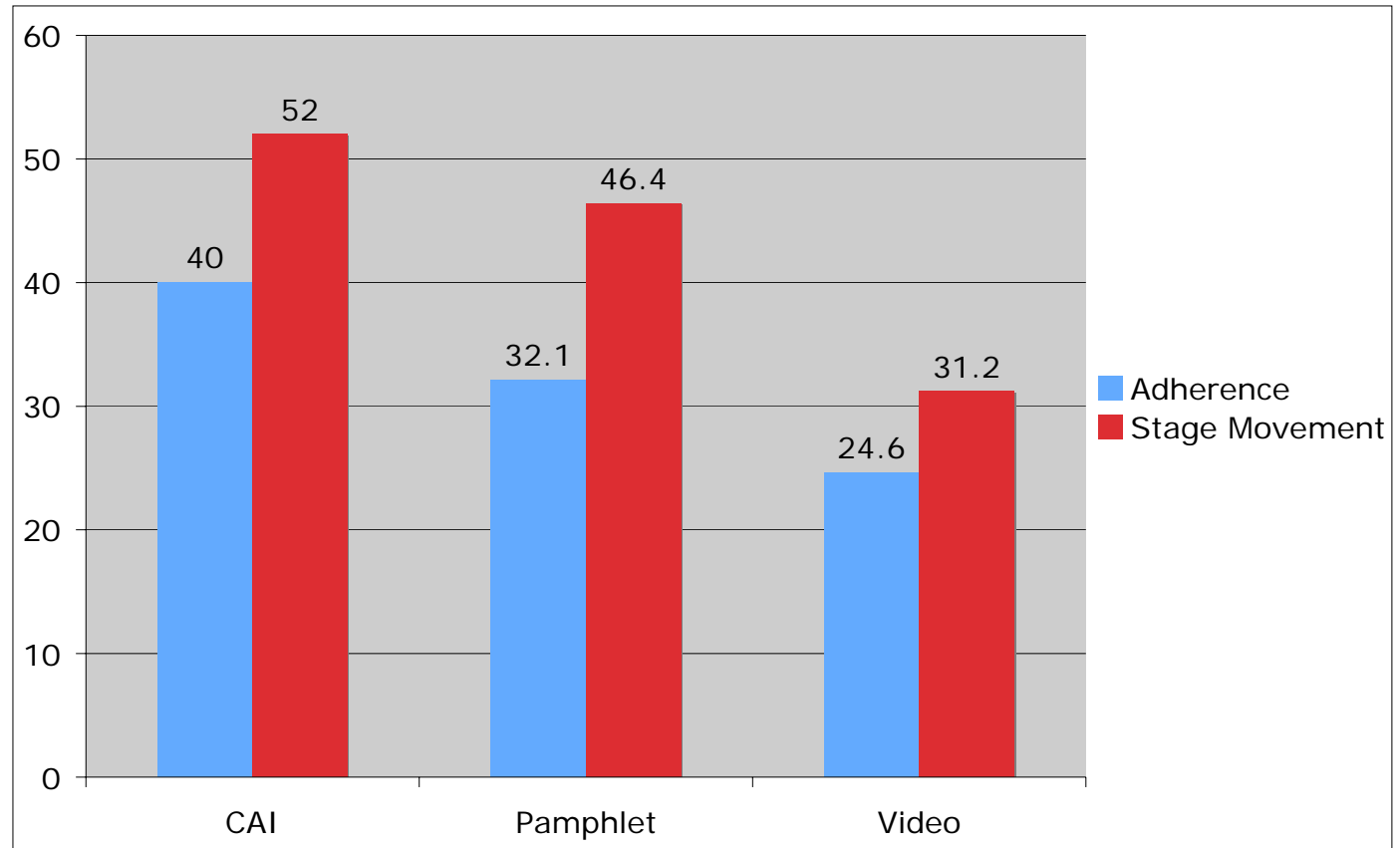
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# Branching Algorithm





# Study Outcomes\*:



"Interventions for Breast Cancer Screening Behaviors,"  
--National Cancer Institute, RO1 CA77736-01